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January 1955

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ON THE COVER . . .

First foursome to play the new golf course, plus Pro Bob Pinnell at the pin. Others in photo are, from the left, Ned Blades, Pinnell, Mon Walgren, Duke Atterbury, and Pebble Beach's gift to Palm Desert, Harold Bagby.

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Mary Pickford chats with new General Manager Ray Stager on afternoon of Club's Seventh Anniversary Party.

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THE SHADOW MOUNTAIN CLUB

The Shadow Mountain Club is a private and restricted club serving its members and their guests in the enjoyment of life in the sun at Palm Desert, California, the nation's most beautiful desert playground. Under the ownership and direction of Shadow Mountain Park, Inc., the Club offers facilities that include pool swimming, tennis, golf, dining, dancing, poolside cabanas and a host of outdoor recreational activities. Address: P. O. Box 14, Palm Desert, Calif. Telephone, Coachella Valley 76-2911.

THE STAFF

Ray H. Stager	General Manager
Ernest Boudreau	Club Manager
Don Hughes	Assistant Manager
Alice Parry	Auditor
Clar' Johnston	Social Director
Priscilla Lindeke	Secretary
Thelma Ratterree	Membership Secretary
Ruth Steiner	Receptionist
Lou Kuehner	Recreation and Swimming
Vini Rurac	Tennis Pro
Bob Pinnell	Golf Pro
Frank Grizzell	Chef
Ludwig Lehman	Steward
Frank Constant	Maitre d'Hotel

HOMESITES ON CLUB GROUNDS AVAILABLE SOON

Work on the grading, drainage, and paving of unit number one of Shadow Mountain Park Estates is virtually completed as we go to press and surveyors have completed staking out lot sites on this beautiful new development within the club grounds.

Those who have been in the vicinity for the last few weeks have watched with interest the changing picture at Shadow Mountain as the planting of Palms around the new golf course has immeasurably added to the beauty of the area. Choice residential lots, many of them fronting on the new golf course will be offered for sale in the immediate future.

Full information may be obtained at the Shadow Mountain Park Properties real estate office located in the Cabanas fronting the east side of the club swimming pool.

SHIPWRECK PARTY JANUARY 28

Just in case you forgot to mark the date we want to remind you that one of the biggest annual fun parties at Shadow Mountain Club is scheduled for Friday night, January 28. We are speaking of course of the Shipwreck Party which to say the least is strictly informal. According to instructions, members and guests are supposed to come dressed just as if they had suddenly been given the order to "Abandon ship."

Don't miss this hilarious occasion. In fact it would be an excellent idea to make your phone call to Maitre d Frank Constant today for reservations.

\$15,000 THUNDERBIRD OPEN JANUARY 26-30

Led by the newly crowned L.A. open champion Gene Littler, the nation's top golf pros will descend on the beautiful Thunderbird CC fairways this month in the 4th Annual \$15,000.00 pro-member golf tournament scheduled for the period January 26 through 30.

In addition to the pro entry list which includes old timers Byron Nelson, Jimmy Demaret, and Dutch Harrison as well as the younger shot-makers such as Gene Littler and Australian champion Peter Thompson, the event will have a host of well known celebrities participating in the first two days of pro-amateur play. Bing Crosby, Bob Hope, Phil Harris, Dean Martin and Desi Arnaz are competing in the 36 holes comprising the pro-am event. Only a mere four miles up Highway 111 from Shadow Mountain Club this event offers a terrific show for golf fans at the season ticket price of \$10.00 for all four days. The Palm Springs American Legion Post and Junior Chamber of Commerce are handling ticket sales.

Michael Buccino

INTERIORS

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FEBRUARY CALENDAR

Coming Events at Shadow Mountain Club

- Wed., Feb. 2** — Progressive Bridge. Chuck Wagon Dinner every Wednesday.
Thurs., Feb. 3 — Special Grab Bag Attraction—9 p.m. Prizes—Lots of Fun—Something New.
Fri., Feb. 4 — Tri D's Meeting 4-6:30 p.m. Roundup Cocktail Hour — 6-7 p.m. Popular Drinks 50c. Free Canapes.
Sat., Feb. 5 — Children's Exploration Trek—3-6 p.m. Shadow Meeting (Backward Party)—12-2 p.m. Shadow Ball (Details later).
Sun., Feb. 6 — Family Fun Day—2:30 p.m. Buffet Dinner.
Mon., Feb. 7 — Ladies' Golf — Bridge and Canasta Luncheon — 12:15 p.m. Coronation Night.
Wed., Feb. 9 — Chuck Wagon Dinner
Thurs., Feb. 11 — Special Grab Bag Attraction—9 p.m. Don't miss this. Lots of Fun.
Sat., Feb. 12 — Tri D's Meeting—4-6:30 p.m. Roundup Cocktail Hour — 6-7 p.m. Popular Drinks 50c. Free Canapes.
Mon., Feb. 14 — Shadows' Meeting. (Hardy Party) — 12-2 p.m. Valentine Party (Details later).
Sun., Feb. 13 — Water Show (Diving, Ballet, Races). Buffet Dinner.
Mon., Feb. 14 — Ladies' Golf — Bridge and Canasta Luncheon at 12:15. Coronation Night.
Wed., Feb. 16 — Chuck Wagon Dinner.
Thurs., Feb. 17 — Fashion Show presented by the Desert Guild. Special Grab Bag Attraction.
Fri., Feb. 18 — Tri D's meeting 4-6:30 p.m. Tennis—Club Championship — Part No. 1 — (Ladies' Singles) — Ladies' Doubles) — Mixed Doubles. Roundup Cocktail Hour—6-7 p.m. Popular Drinks 50c. Free Canapes.
Sat., Feb. 19 — Shadow meeting (George Washington Party 12-2 p.m.). Club Tennis Championship—continued).
Sun., Feb. 20 — (Club Tennis Championship Finals). Buffet Dinner.
Mon., Feb. 21 — Ladies' Golf — Bridge and Canasta Luncheon at 12:15. Coronation Night.
Wed., Feb. 23 — Chuck Wagon Dinner.
Thurs., Feb. 24 — Special Grab Bag Attraction.
Fri., Feb. 25 — Tri D's Meeting—4-6:30 p.m. Roundup Cocktail Hour — 6-7 p.m. Popular Drinks 50c. Free Canapes.
Sat., Feb. 26 — Exploration Treks—3-6 p.m. Shadows' Meeting.
Sun., Feb. 27 — Buffet Dinner.
Mon., Feb. 28 — Ladies' Golf — Bridge and Canasta Luncheon at 12:15. Fashion Show presented by Mrs. Belyea (afternoon). Coronation Night.

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MANOR BUILDING UNDER WAY

Any of you golfers who may have been away from the beautiful desert for some time may have a little trouble locating what was once the ninth hole of the old pitch and putt golf course. But we'll let you in on a little secret. Number nine has been accorded full funeral honors and now lies buried beneath the living room of the first dream cottage of Shadow Mountain Manor, the group of cottage type homes being built on the ground formerly occupied by the first and ninth holes of the old golf layout.

Gene Roberts and Ned Blades, developers of this unique "Adventure in Desert Living," have announced that four of the first eight homes planned for construction this season have been purchased and two of them are now in the construction stage with starts on the other two scheduled for the near future.

This development which eventually will consist of 16 homes grouped about a swimming pool, terrace, and recreational area, points the way for the future of Shadow Mountain Park as the desert's finest and most beautiful residential area.

NEW MEMBER JAMBOREE PLANNED

We have yet been unable to find anyone who will disagree with our contention that Shadow Mountain Club membership at the present schedule of initiation fees and yearly dues structure represents one of the best bargains in America today. Our membership campaign has produced some fine results as the list of new members appearing elsewhere in this issue will attest but in order to maintain our expanded program of recreational and social facilities we need more. Have you a friend who is eligible to membership? Why not stop by the office for an application blank and sponsor him. We're planning a big "New Member Jamboree" for the first part of April with dinner and dancing on the house for those who have sponsored new members. Might as well join the free fun.

BOUDREAU NEW CLUB MANAGER

Ernest J. Boudreau, recently General Manager of the Prairie Dunes Country Club of Hutchinson, Kansas, has been named Club Manager to succeed Ray Stager who, effective January 1, moved up to the General Managership of Shadow Mountain Park, Inc.



Clar' E. Johnston

SOCIAL DIRECTOR

Serving as Social Director for the 1954-55 season, pert little Clar' Johnston comes to us direct from the Gull Lake Country Club, Kalamazoo, Michigan, where she spent the summer in a similar capacity.

Clar' has been doing a great job on the party planning and decorations and in addition to these talents is a top flight photographer. During past winter seasons Clar' has been in the Palm Springs area in newspaper and publicity work. All those beautiful 8x10 photographs gracing the bulletin board at the entrance to the lounge are Clar's handiwork and may be purchased either through her or the office.

CORONATION NIGHT STEALS THUNDER FROM RAIN

More than two hundred members and guests braved one of our rare rainy nights to welcome the return, for a ten weeks' stay, of the regular Monday "Coronation Night" Party for the 1955 season. This large turnout in spite of the inclement weather removed any doubts about Coronation Night's first place rating in the Club Popularity poll.

Johnnie Boyle, Singing Cowboy from that rugged ranch in Palm Springs, the Desert Inn, emceed the festivities, ably assisted by his charming wife. Mrs. Gil Cornelius was selected Queen and received a shower of gifts donated by local merchants.

The Committee spark-plugging this affair, Hazel Sargeant, Bobbie Reichert, Charlotte Steward, and Ella Lou Kapp promise an all-star line-up of entertainers for future Monday nights.

Kuehner's Korner

... The Tots and Teens of SMC
By LOU KUEHNER

Christmas Party — Over one hundred starry-eyed youngsters enthusiastically watched the arrival of Santa Claus at the annual Christmas Party held on December 19, 1954. Games, singing, laughter and magic were the ingredients for this festive Holiday party.

Holiday Trek — One of the most unusual yule-tide parties at Shadow Mountain Club this season was the Holiday Trek on Saturday, December 18, 1954, for children, ages 8-13. The creative, uninhibited imagination of children was unusually noticeable as the eager folks collected gourds, driftwood, seed-pods and the like, while anticipating their uses as decorations. After an hour of collecting on the desert, the intrepid hunters returned to the club and combined their talents to produce wreaths, centerpieces and mobiles—all in the spirit of the holidays and the desert.

Holiday Hop—A "Cool Yule" was spent at the teen-agers' Holiday Hop on Wednesday, December 29, 1954. The entire dining hall was declared "off-limits" to all adults, leaving the club strictly to high school and college folks.

Plans are now brewin' for an informal Valentine Dance.

Coming! Coming! Coming!

'Fifty-five's alive with recreation activities at SMC. Here's a reminder of some of them:

Sundays

Jan. 23, 1955—Fashion Show
Feb. 6, 1955—Family Fun 2:30 p.m.
Feb. 13, 1955—Water Show 2:30 p.m.

Mondays

Tumbling classes will be discontinued until further notice.

Fridays

Tri-Ds — 4:30-6:30 p.m. Children, ages 8-12 years of age.

Saturdays

Shadows — 12 noon-2:00 p.m.
Children, ages 4-8.
Jan. 22—Puppet Party
Jan. 29—Sports Party
Feb. 5—Backward Party
Feb. 12—Hearty Party
Feb. 19—Geo. Washington Party
Exploration Treks — 3:00-6:00 p.m.
Jan. 15 and Feb. 5

NOTE: Starting soon—Ladies Slim and Trim Club—to meet two mornings per week.



Maestro Lou Kuehner having a little trouble getting undivided attention from group of Tri D's at their Friday meeting.



The old gentleman in the middle needs no identification but that's Craig Williams on the left with Doug Keedy at the big Club Christmas Carnival that attracted more than one hundred small fry. We failed to get a picture of the young fellow who kicked Santa Claus in the shin with the terse remark—"That's for last year."

Eddie Nelson's new Dodge Lancer at Poolside, with beauty aboard. Left to right: Christine Bireley, Landy Firestone, Lory Lasley, Laurie Ann Green and Nancy Carpenter.





Long Beach Realtor's President, E. T. Moore and family enjoying "sun and fun" holiday at Shadow Mountain Club pool.

BUSY SCHEDULE FOR WOMEN GOLFERS

For the next two months, quite a few ladies of Shadow Mountain Club will be climbing or falling down a ladder—a golf challenge ladder, that is. Each person must sign up for this tournament at the Driving Range with Pro Bob Pinnell, after which she draws a number to determine on which rung of the ladder she starts. The player two rungs lower will then challenge her, and thus she climbs or falls on the golf ladder, as the match results determine. Sounds like fun for all.

Weekly golf ball prizes have been won by the following ladies: Mesdames Ada Chamber (five times, no less), Mrs. Win Hunt, from Canada; Adele Ruge, Ruth Hubbel, Belle Keightley, Ann Schutz, Fran Barry, Velma Blades, Gert Keedy, Guy Nixon, Blanche Annunsen, from Salem, Oregon, Dorothy Pierson, and Irene Cornelius.

Following morning play on the first Monday of each month the ladies meet at the Club for luncheon. Planning January's weekly activities were: Mesdames Ann Schutz, Noonie Kirk, and Fran Barry. Events for the month of February will be arranged by Dorothy Pierson and Loyale Nichols.

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NEW GOLF COURSE OPEN FOR PLAY

Our new extended approach and putt golf course has reached the stage where the first five holes are now open for play with the remaining four holes being played on the old layout. The fairway crews working feverishly under the expert guidance of pro Bob Pinnell hope to have the entire course ready for play before the 25th of this month. Our cover this issue is devoted to a picture of the first green with old Shadow Mountain looking benignly down on this beautiful band of green that now encircles the entire club.

Formal opening is scheduled for early February with appropriate ceremonies complete with exhibition matches by some of the desert's more famous golfing enthusiasts from other valley golf clubs.

New score cards indicating yardage and handicap holes are now at the printers and benches will be installed at most of the tees. Bob Pinnell has requested that all golfing members, both men and women start turning in scores in order to establish handicaps for the Club 36 hole championship tournament, tentatively scheduled for February 26 and 27.

A temporary putting green has been set up alongside Pinnell's driving range to serve until the new green under process of construction near the club entrance is completed.

TV COMMERCIALS A LA S.M.C.

BBD&O arrived at Shadow Mountain Club early on the morning of January 7. Now don't get alarmed. BBD & O is not a new desert railroad. The initials stand for Batten, Barton, Durstine and Osborne a fair to middlin' size advertising agency, and the guiding hand for the Groucho Marx show. The arrival was quite something. Sound trucks, camera equipment complete with directors, grips and assorted technicians, a bus load of beautiful models and a sparkling new DeSoto. Oh yes—and the star of the show Groucho himself accompanied by his wife and daughter. The occasion—a movie short for a television commercial. Seems BBD&O canvassed the desert for the most beautiful location and naturally wound up using the Shadow Mountain Club.

The production will be used on Groucho's program within the next six weeks so as the announcer would say "Stay tuned to Channel 4"—on Thursday nights.

GENERAL MANAGER POST TO RAY STAGER

The Board of Directors of Shadow Mountain Park, Inc., has announced the appointment effective Jan. 1, of Ray H. Stager, Club Manager for the past nine months, as General Manager of the Corporation in full charge of the new program of expanded operations which will encompass among other things the development and sale of Unit No. 1 of Shadow Mountain Park Estates.

Well known to most of the members and guests of Shadow Mountain Club, Ray brings to his new position an excellent background of accomplishments in the Club management and real estate fields. Among the clubs he has managed since coming to California 11 years ago are Club Del Mar, Portuguese Bend Club, and Balboa Bay Club.

During 15 years in Florida he managed the Vanderbilt and the Shelborne Hotels at Miami Beach, and was later with the Schroeder Hotel chain in Wisconsin as Assistant to the President. Ray's attractive, modest and very efficient wife, Mertelle, likes keeping books and may be found almost daily in the Club's accounting department.

Between them the Stagers have a record of more than 50 years experience in the Club, Hotel, and Restaurant field where they have both worked in most all departments. Ray is also a licensed real estate and business opportunity broker.

PALM DESERT GETS THE BUSINESS

With this issue we welcome two new and thriving business enterprises to the Palm Desert community. First there's the spanking new "Sun-Tiki" Restaurant on Highway 111 opposite the big Shadow Mountain Club sign and the Rent-A-Car service operating at Jerry Malone's Union Oil station. The Sun-Tiki features breakfast, lunch and dinner served daily except Thursdays with a Men's Grill and Patio Dining area in addition to the regular dining room. Incidentally, their home made pastries are really great. Jerry Malone has indicated that from the reception to date of the Rent-A-Car service, it is proving a boon to the visitors who prefer to come from their home towns by plane or train.

SHADOW BALL FEBRUARY 5

About once a year here in the desert where living is relaxed and casual with dress to match, we like to get all dressed up for a really big party. Such an occasion, in fact, "the" occasion of the year is the annual Shadow Ball scheduled for Saturday, February 5.

Strictly formal and the number one event on our social calendar, the Shadow Ball this year will be the finest to date with prominent socialites from all over the nation plus an unusually fine group of entertainers headed by Donald Novis and Barney Sorkin's orchestra from Los Angeles. Surprise decorations in keeping with the Shadow Ball theme will brighten the club house. Reservations will be limited to 350. Notices and full information will be in the mail to all members very soon.

GUILD FASHION LUNCHEON FEB. 17

Flash—Run to that big new calendar you got in the mail just before Christmas and put a circle around February 17. That's the date of the Desert Guild Luncheon and breathtaking Fashion Show right here at your Shadow Mountain Club. Those of you who remember last year's sell-out attendance will be smart to phone now for your tickets and reservations. Ticket committee members and their phone numbers follow:

Mrs. Ben Vallat, 76-2714; Mrs. Edw. Ruge, 76-4322, Mrs. Adrian Schilck, 76-4461 and Mrs. Otto Emmons, Palm Springs 8-4721. Fashions courtesy the Clothes Horse, Luncheon at 12 noon. Tickets \$2.50 and the number is limited.

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Viola Brooks, Mary Caplinger and Dolly Oleson at the new first hole. Come now girls, we know this was a posed picture. After all, high heels, wedgies, and moccasins are not on the approved list for golfing footwear.



Mr. and Mrs. F. E. Bower ringsiding at Coronation Night opening.

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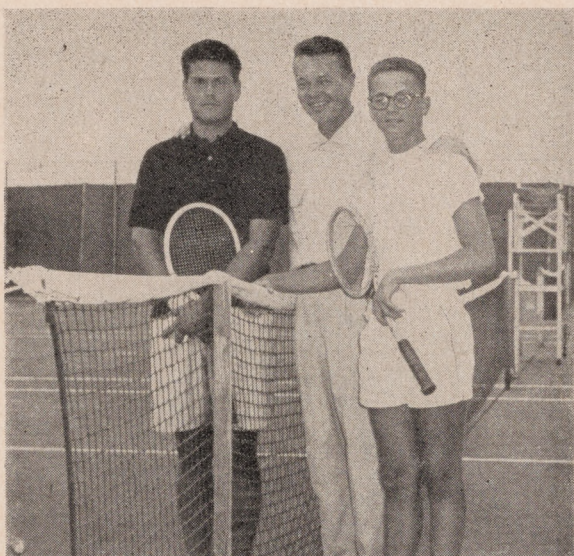
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Fred Timm, Jr., Tennis Chairman Gene Roberts and Joe Malone pause before start of final match of December's handicap tournament. Timm copped the trophy 6-3, 7-5.

CLUB RACQUETEERS GET ON THE BALL

The club tennis program, always a popular activity around SMC, has been moving into high gear the past few weeks. In the December Men's and Women's handicap singles tournament Fred Timm Jr. eked out a 6-2, 7-5, victory over the 14 year old flash, Joe Malone, to capture the men's crown while Mrs. E. Teaze bested Lois MacClyment for the women's trophy 6-2, 6-3.

A few days later the Palm Desert Juniors lost a close one to a team of Palm Springs youngsters six matches to four. Competing for Palm Desert were Joe Malone, Jim Blocher, Richard Crow, Charles Clark and Allan MacClyment for the boys with Ann and Josephine Cady upholding the girl's division. Return matches are scheduled for the Easter vacation period at the Racquet club in Palm Springs.

Part No. 1 of the Club Championships is scheduled for February 18 through 20. This will comprise the Ladies Singles and Doubles and Mixed Doubles. Prospective entrants should forward their entries to Vini Rurac at the Club Tennis shop as soon as possible.

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"The Two Bobs"

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Singing star of "Pajama Game," John Raitt, and his lovely wife in the Club lounge during a holiday visit.



Twentieth Century "Annie Oakley," Elizabeth Ostler, receives congratulations from Don Hughes and Ray Stager for winning not one but two turkeys at Club Turkey shoot during holidays.



Just back from picture making in England, Brian Donlevy chats with Edith Eddy Ward about his return trip over the North Pole via SAS Airlines.

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DESERT MAGAZINE, Palm Desert, California

CHAMPION HORSES AT PALM DESERT STABLES

Members, Peg and Bob Gibson, have brought their entire string of Championship Show Horses to the Shadow Mountain Stables for the entire winter months. Included in the string of eleven horses, which are already at Shadow Mountain Stables, are all of their Championship Show Horses which are known among Horse Show people in the West as the outstanding group of working Quarter Horses.

Included in this string is the famous Champion Trail Horse, Danger Girl. This mare won the all around Working Quarter Horse in 1953 at Santa Barbara, but due to an injury, had to be withdrawn from competition just prior to the show this year.

Mucho Bueno, Bob Gibson's private riding horse, just recently won the Trail Horse Stake Championship at the Cow Palace.

Peg Gibson has her famous mare, Pokey's Serenade, who won the Pleasure Horse Class at Riverside County Fair and Date Festival last year, and also the Mid Winter Fair at Imperial.

Daughter, Peggie Lou, is spending the winter in the desert and assisting in training their two young Champions, Poco Sandra and Poco Lola. These latter two horses have been shown extensively in Halter and Conformation Classes throughout Texas, Arizona, New Mexico and California, with Poco Sandra consistently winning every Championship where shown, closely followed by sister, Poco Lola. Poco Sandra won the Champion Conformation Quarter Horse at the Pacific Coast Quarter Horse Show for 1954. She is being schooled for the Hackamore Class while Poco Lola is being schooled for Trail Horse and Pleasure Classes as an understudy to Danger Girl and Mucho Bueno.

The Gibsons have their large horse van which they purchased from Wild Bill Elliot at the Shadow Mountain Stables. This van carries seven horses, has living quarters and complete tack room to carry all of the equipment.

Peg and Bob Gibson made their 1954 debut as Horse Show performers at the Shadow Mountain Stables Thanksgiving Gymkhana, where Peg finished third on Pokey's Serenade in the Western Pleasure Class, beating all other members of her family and where Bob Gibson placed first in the Trail Horse Class on Mucho Bueno. Apparently, dad and mother are going out after some of the Horse Show laurels of daughters, Peggy Lou and Jeannette.

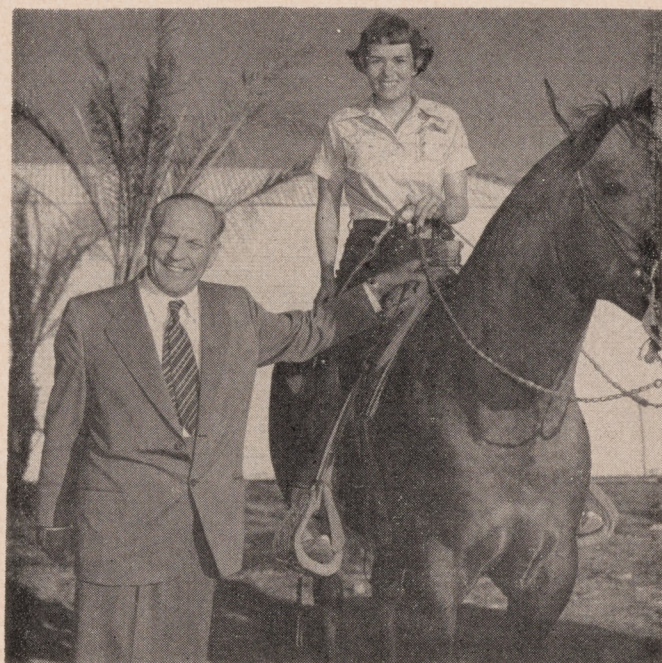


"They went that-a-way Sheriff"—Gibson family posse lined up at new Shadow Mountain Stables entrance before an early morning ride in the desert.

Jeanette and Peggie Lou Gibson



Governor Goodwin Knight and Peggie Lou Gibson just after Peggie copped a Blue Ribbon at the Indio Fair and Date Festival Horse Show.



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NEW FACES FROM FARAWAY PLACES

Palm Desert doesn't rate much space or large type on those beautiful folding road maps dispensed by service stations, nor does it attract much attention in the book shelf Atlas most of us get as a bonus for joining some book club, but somehow lovers of sun, relaxation and general all-around good livin' manage to find out about us, and each year more and more visitors from all over the nation and—yes—from outside the boundaries of the good old USA come to share our sunshine and hospitality.

Just to give you an idea here's a little run down of recent sojourners in our midst. Down Highway 111 way Mr. and Mrs. B. O. LARSON, Danish consul from the San Diego Consulate of Denmark have been enjoying Don and Elizabeth McNeilly's hospitality at the GREEN PALM LODGE along with Mr. and Mrs. STANLEY COLLIER of Vancouver, B.C., and the M. D. REDFORDS of Piedmont, California. At the SUN & SHADOW a glance at the guest list revealed the H. J. HOVEYS of Seattle, Dr. and Mrs. G. F. BEGG of Long Beach and the FRED H. CURRIE family of Los Angeles.

Soaking up old Sol's salubrious rays at FIRECLIFF LODGE'S poolside terrace were America's sweetheart MARY PICKFORD and husband BUDDY ROGERS—from San Francisco Dr. LELAND and family, JUDGE and Mrs. CLARENCE KINCAID, refugees from Smogville on-the-Pacific, and from the colorfully named village of Blue Diamond, Nevada, the C. B. OLIVERS.

Medford, Oregon, residents Mr. and Mrs. C. A. WINE-TROUT have spent several weeks at Bob and Florence Sturgeon's beautiful TWIN PALMS apartments where the guest list included Dr. and Mrs. EUGENE FISKE from Santa Fe, New Mexico, Dr. and Mrs. A. C. BOEHMER of Lodi, California, and the BILL GENTLES of San Francisco. Bill, incidentally, is western general sales manager for the Gillette Safety Razor company and our spies report that Bob hurriedly hid that new electric razor he got for Christmas and got out the old safety razor. If you read this Bill we're kidding of course.

Down from the coast for a New Year's holiday vacation at the Bergquist's LARREA LODGE were Mr. and Mrs. JAMES DUNN (you've seen him in many, many movies) from Malibu Beach and from Pasadena (and who wouldn't have wanted to be "from" Pasadena on New Year's Day) the TOM NORTONS. Also staying with Erick and Agnes from their native Northwest, the JAMES E. TAYLORS of Bellevue, Wash., and Mr. and Mrs. IVAN HARRINGTON from Medford, Oregon.

Marilyn and Jim Harstad tell us that they are putting in their bid for "visitors from the greatest distance championship" with retired United States Senator A. W. HAWKES of New Jersey and Mr. and Mrs. C. E. McVARISH from Hastings-on-the-Hudson, New York, both of whom just concluded an extended stay at the PALM DESERT ADOBE. Jim mentioned that Mr. and Mrs. W. F. BEEDLE of Pasadena have booked accommodations for later on in the month. They are the parents of Bill Beedle and in case you didn't read about Bill Beedle in the *Saturday Evening Post* a few months back he is currently cavorting across wide screen cinemascope in full color under the unlikely name of BILL HOLDEN.

Joe Edison reports that visitors from across the border (northern border—that is) have taken ESQUIRE APARTMENTS for a month. They are Dr. and Mrs. ROY HUGGARD of Vancouver, B.C., where the good doctor is an Associate Professor of Surgery at the Vancouver University Medical School, and to add the military touch, Air Commodore and Mrs. A. H. HULL also from Vancouver.

From Hollywood to the GATES OF THE DESERT LODGE came the BUDDY EBSSENS and family for a New Year's holiday. Dr. Marshall Gates mentioned that our own DOTTIE WENCK'S aunt and uncle, Mr. and Mrs. HARRY DONIVAN of Portland, Ore., concluded a month's stay just before Christmas and plan to come back later and build a home in our beautiful Palm Desert. Speaking of the WENCK'S we hear that Dottie's folks, Dr. and Mrs. CHAS. C. NEWCASTLE of Portland and Monte's dad and mother Mr. and Mrs. A. H. WENCK of Seattle are due in for extended stays the latter part of this month. What a family. "You can't hardly find them kind no more." (apologies, Mr. Gobel)

Mrs. Hudson B. Werder whose SHADOW MOUNTAIN TERRACE hospitality is exceeded only by her own personal charm reports recent guests covering a geographical range that extends from the hurricane harried coast of Long Island to the smog bound (oops—out there they call it fog) hills of Santa Monica. Guess we'll have to give her a tie with the Harstads on this month's mileage sweepstakes. Guests from Cinemaland were the WALTER LANTZ'S and from New York his brother MICHAEL LANTZ, noted eastern sculptor and family. Quite a talented family. Walter is the creator of Woody Woodpecker and other famous animated cartoon characters. Also from New York, Mr. and Mrs. E. L. WALTON and daughter. Mr. Walton is Executive Assistant to the President of R.K.O. Pictures, Inc., New York. From Minneapolis for a breather from his duties as Public Relations Chief for General Mills, NATE CRABTREE his charming wife and daughters Judith and Cynthia.

JAMES ALEXANDER, singing star of musical perennial Oklahoma, just left for Las Vegas to make a movie after a delightful stay at Marge and Reuben Buck's SAMAREU. Incidentally, if you are thinking that SAMAREU is a name derived from an old southern California Indian tribe we'll take this opportunity to disillusion you. It is—very simply—a contraction of *Sam*, the son, *Marge* and *Reuben*—how about that.

Down for a short but restful stay at Palm Desert's newest hostelry, the beautiful GREENLIEF LODGE, FLOYD ABBOTT, General Motors Executive, his wife and children. Floyd's quite a golfer and with a private patio that overlooked the new Shadow Mountain Club golf course he sat in the sun and set a new course record—dream score of course.

That's 30 for now—back with you in February.

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